

Sec. 734-303. On-premises signs; commercial and industrial districts.**(a) Freestanding identification signs.****(1) Maximum sign height, pole and pylon signs.**

- a. *Single use.* The maximum height of a freestanding identification pole or pylon sign and its supporting structure shall not exceed the heights noted in Table 3.00-A. These signs shall be measured from grade level at the base of the sign structure.

Table 3.00-A Maximum Sign Height, Pole and Pylon Signs, Single Use

Zoning District	Permitted Maximum Height
C-1*, C-2*, C-3C*	Twenty-five (25) feet
C-3, C-4, C-5, C-6, C-7, C-ID	Forty (40) feet
Any industrial district	Forty (40) feet

* Pole or pylon signs shall not be permitted within six hundred (600) feet of a protected district, as defined in section 734-501. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the protected district (refer to Diagram 7).

Pole or pylon signs shall not be illuminated within six hundred (600) feet of a protected district. The method of measurement shall be taken from the leading edge of the sign to the zoning line of the protected district (refer to Diagram 7).

Exceptions: The provision prohibiting pole or pylon signs within six hundred (600) feet of a protected district shall not apply if it can be determined that:

1. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district; or
2. The sign is visibly obstructed from the protected district.

- b. *Integrated centers.* The maximum height of a freestanding identification pole or pylon sign and its supporting structure identifying an integrated center shall not exceed forty (40) feet above grade level at the base of such structure.

- (2) *Maximum sign height ground sign.* No part of the sign face and the sign support structure of a freestanding identification ground sign shall be more than four (4) feet above grade level (refer to Diagram 14).
- (3) *Minimum setbacks, front.* The minimum setback for all freestanding identification signs shall be fifteen (15) feet from the existing street right-of-way line, unless subject to the provisions of section 734-206, front sign setback exception. Provided, however, the following provisions shall also be met in the location of minimum front setbacks: No freestanding identification sign shall be erected within any area designated by the Thoroughfare Plan for Marion County as required for right-of-way for a public street unless the owner of such sign provides a written commitment to the Department of Metropolitan Development to relocate such sign out of the right-of-way at his/her expense upon the acquisition of the property by the applicable governmental agency for transportation purposes and shall waive all claims to damages or compensation by reason of the existence or relocation of the sign.
- (4) *Minimum setbacks, side or rear.*

- a. No freestanding identification sign facing the side or rear lot line of an abutting lot zoned as a dwelling district shall be located within fifty (50) feet of such side or rear lot line. Exception: This provision shall not apply if it can be determined that a commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as a protected district.

- b. No freestanding identification sign shall be located closer than five (5) feet to a side or rear property line.

(5) *Maximum sign area.*

- a. *Freestanding identification signs not a part of an integrated center.*

- 1. The sign surface area of a freestanding identification sign shall not exceed that specified in the following table:

Table 3.00-B Freestanding Identification Sign Single Use

Frontage (to which the sign oriented)	Maximum Sign Area
a. Up to fifty (50) linear feet	One hundred fifty (150) square feet
b. Between fifty (50) and one hundred ten (110) linear feet	1.5 additional square feet of sign area per each additional linear foot of frontage over fifty (50) feet to which the sign is oriented
c. Between one hundred ten (110) and three hundred (300) linear feet	No additional square feet of sign area than that allowed by b. above
d. Between three hundred (300) and five hundred (500) linear feet	0.75 additional square foot of sign area per each additional linear foot of frontage over three hundred (300) feet to which the sign is oriented. In no case shall the sign area exceed three hundred ninety (390) square feet
e. Over five hundred (500) linear feet	Three hundred ninety (390) square feet

- 2. On lots with a linear frontage oriented to the same street in excess of three hundred (300) linear feet, a second freestanding identification sign may be utilized (see subsection (6) below, number of signs, for additional provisions). If two (2) freestanding identification signs are utilized, however, the combined area (in square feet) of both signs shall not exceed that allowed based upon the linear street frontage to which the sign is oriented or three hundred ninety (390) square feet, whichever is the lesser (refer to Diagram 15).

b. *Freestanding identification signs for integrated centers.*

1. The sign surface area of a freestanding identification sign for an integrated center shall not exceed that specified in the following table:

Table 3.00-C Freestanding Identification Sign Integrated Centers

Frontage (to which the sign is oriented)	Maximum Sign Area
a. Up to fifty (50) linear feet	Two hundred (200) square feet
b. Between fifty (50) and three hundred fifty (350) linear feet	One (1) additional square foot of sign area per each additional linear foot of frontage over fifty (50) feet to which the sign is oriented
c. Between three hundred fifty (350) and five hundred (500) linear feet	No additional square feet of sign area than that allowed by b. above
d. Between five hundred (500) and one thousand one hundred (1,100) linear feet	0.75 additional square foot of sign area per each additional linear foot of frontage over five hundred (500) to which the sign is oriented. In no case shall the sign area exceed nine hundred (900) square feet
e. Over one thousand one hundred (1,100) linear feet	Nine hundred (900) square feet

2. On lots with a linear frontage oriented to the same street in excess of five hundred (500) linear feet, a second freestanding identification sign for an integrated center may be utilized (see subsection (6) below, number of signs, for additional provisions). If two (2) freestanding identification signs are utilized, however, the combined area (in square feet) of both signs shall not exceed that allowed based upon the linear street frontage to which the sign is oriented or nine hundred (900) square feet, whichever is the lesser. Provided, however, the sign surface area of a freestanding identification sign for an integrated center shall not exceed a maximum of five hundred (500) square feet for a sign oriented to a secondary arterial, collector, local, marginal access or private streets.

- (6)
- Number of signs.*
- One (1) freestanding identification sign shall be allowed on a lot for each frontage on a separate street.

Exceptions:

- a. *Extensive frontage.* Where a lot has in excess of three hundred (300) linear feet of street frontage on the same street, one (1) additional freestanding identification sign shall be allowed for each additional three hundred (300) linear feet of street frontage on that street. Such additional signs shall be subject to all other provisions of this chapter. In no event shall an additional freestanding identification sign as permitted in this section be located any closer than three hundred (300) feet to any other freestanding identification sign on the same lot (refer to Diagram 15).
- b. *Corner lots.* On corner lots the maximum number and square footage of freestanding identification signs shall be permitted for each street frontage. Such maximum allowances, however, shall not be transferable either in whole or in part from one (1) street frontage to another.

(b) Building identification signs.*(1) Maximum surface area for building identification signs.*

- a. The maximum sign surface area for building identification signs shall not exceed twenty (20) percent of the area of the front facade, fifteen (15) percent of the area of the side facades (each side facade shall be calculated separately) and ten (10) percent of the rear facade (refer to Diagram 16).
- b. Any combination of building identification signs may be utilized, so long as the total surface area of signs on a particular building facade does not exceed the percentage noted in a. above, and subject to any additional provisions of subsection (b), building identification signs.

(2) Wall signs.

- a. *Maximum size for wall signs.* In addition to subsection (b)(1) above, the linear measurement of the sign shall not exceed eighty (80) percent of the linear frontage of the facade of the structure or tenant space (see Diagram 16).
- b. *Number of wall signs.* There shall be no limit on the number of wall signs allowed, provided the provisions of subsection (b)(1) above are not exceeded on the facade on which the signs are located.
- c. *Wall signs on corner lots.* On buildings having more than one (1) street frontage, the maximum allowable square footage of wall signs are permitted for each building frontage or occupancy. Such maximum allowance, however, is not transferable either in whole or in part from one (1) building frontage to another nor from one (1) occupancy to another occupancy.
- d. *Distance from side or rear lot line when abutting a dwelling district.* An illuminated wall sign shall not be permitted within fifty (50) feet of a side or rear lot line of an abutting lot line zoned as a dwelling district when such sign faces such side or rear lot line.

Exceptions: This provision shall not apply if it can be determined that:

1. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as dwelling district; or
2. The illuminated wall sign is visibly obstructed from the dwelling district.

(3) Roof signs. Roof signs shall not be permitted.*(4) Roof-integral signs.*

- a. *Where permitted.* Roof-integral signs shall be permitted in any commercial or industrial districts.
- b. *Maximum sign area.* Same as subsection (b)(1).
- c. *Number of signs.* One (1) roof-integral sign shall be permitted per each building facade (if a single use) or tenant space (if an integrated center), subject to the provisions of subsection (b)(1)b.
- d. *Distance from side or rear lot line when abutting a dwelling district.* An illuminated roof-integral sign shall not be permitted within fifty (50) feet of a side or rear lot line of an abutting lot line zoned as a dwelling district when such sign faces such side or rear lot line.

Exceptions: This provision shall not apply if it can be determined that:

1. A commercial or industrial use, legally established by permanent variance or lawful nonconforming use, exists upon adjoining property or abutting frontage property, although zoned as dwelling district; or

2. The illuminated roof-integral sign is visibly obstructed from the dwelling district.

(5) *Projecting signs.*

- a. *Where permitted.* Projecting signs shall be permitted in any commercial or industrial districts.
- b. *Maximum sign area.* Same as subsection (b)(1).
- c. *Number of signs.* One (1) projecting sign shall be permitted per each building facade (if a single use) or grade level tenant space (if an integrated center), subject to the provisions of subsection (b)(1)b.
- d. *Maximum projection from a building.* No projecting sign or sign structure shall extend more than eight (8) feet from or beyond its supporting building.
- e. *Clearance from grade.* All portions of any projecting sign or sign structure shall be not less than eight (8) feet above the finished grade (see Diagram 11).
- f. *Minimum setback, front.* The horizontal projection of any projecting sign may extend to a point not closer than two (2) feet from an imaginary perpendicular vertical plane at the street pavement line, curb or outside edge of the sidewalk.

(6) *Suspended signs.*

- a. *Where permitted.* Suspended signs shall be permitted in any commercial or industrial districts.
- b. *Maximum sign area.* The maximum sign surface area for a suspended sign shall not exceed five (5) square feet. In addition, the provisions of subsection (b)(1) shall apply.
- c. *Number of signs.* One (1) suspended sign shall be permitted per each building facade (if a single use) or grade level tenant space (if an integrated center).
- d. *Clearance from grade.* All portions of any suspended sign or sign structure shall be not less than eight (8) feet above the finished grade.

Refer to Diagram 13 for illustrative guides to these provisions.

(7) *Awning and canopy signs.* See section 734-400, awning and canopy sign regulations.

(8) *Marquee signs.* See section 734-401, marquee sign regulations.

(c) Incidental signs. On-premises incidental signs shall be permitted in those districts identified in section 734-500, Table A, in accordance with the following development standards:

(1) *Directional incidental signs.*

- a. The maximum height of the sign shall not exceed two and one-half (2.5) feet.
- b. The maximum sign surface area of the sign shall not exceed six (6) square feet.
- c. The sign shall be set back a minimum of two feet from the existing street right-of-way.
- d. Two (2) such signs shall be permitted at each ingress or egress point on a lot.

(2) *Parking and loading incidental signs.*

- a. The maximum height of the sign shall not exceed four (4) feet.
 - b. The maximum sign surface area of the sign shall not exceed sixteen (16) square feet and may contain the name of the lot owner/operator.
 - c. The sign shall be set back a minimum of ten (10) feet from the existing street right-of-way.
 - d. One (1) such sign shall be permitted per each frontage that contains an ingress/egress point.
- (3) *Internal directory signs.* Internal directory signs indicating only the names or addresses of the occupants of the premises on which the sign is to be located but containing no advertising material of any kind shall be subject to the following:
- a. The internal directory signs may be either wall, ground or pylon signs.
 - b. There shall not be more than one (1) internal directory sign for each office, industrial, and institutional building or complex under unified control consisting of two (2) or more occupants. Internal directory signs shall not be permitted for single occupant offices, industrial and institutional buildings or complexes.
 - c. The aggregate gross surface area of an internal directory sign shall not exceed five (5) square feet for each occupant located in the building or complex.
 - d. The internal directory sign may be located within two (2) feet of any right-of-way, provided the requirements of section 734-204(j), clear sight triangular area, are maintained.
 - e. An internal directory sign shall not project higher than ten (10) feet, as measured from the base of the building or the ground to which the sign is to be affixed.
- (4) *Other incidental signs.* See section 734-210, exempt signs.

(d) Window signs.

The sign copy area shall not exceed twenty-five (25) percent of the window surface area on which it is placed or through which it is viewed, however, in no case shall the sign copy area exceed one hundred (100) square feet. The sign surface area of window signs shall be calculated separately from the calculation of other signs and shall not be included in the total area of other signs permitted.

(G.O. 1, 2000, §§ 1E, 1F)